

# Keep your customers safe this winter with Monroe Max-Lift

FOR IMMEDIATE RELEASE

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With the winter season approaching, motorists encountering problems with their gas-filled struts will be on the increase.

Bonnet, hatchback or tailgate struts that aren't working effectively can be very annoying and inconvenient; even somewhat dangerous.

And, according to Peter Small, Product Manager for Monroe Australia, it's no coincidence these problems become more evident in winter.

"These types of struts are gas-filled and over time the gas inside the strut can eventually dissipate," said Peter.

"The problem isn't as noticeable in summer because the warmer weather makes the gas expand and masks the gas loss that has occurred over time.

"However, when the colder weather arrives the gas contracts inside the strut and they become less effective.

That's why Monroe – Australia's leading shock absorber brand – is reminding the automotive trade to check their customer's struts over the coming months.

"Monroe Max-Lift sales have been significantly higher during the winter season compared with other months for six consecutive years. For example, in 2004, Max-Lift sales tripled between February and July," said Peter.

Designed to fit hundreds of cars on Australia's roads, the Monroe Max-Lift is filled with high-pressure inert gas and features Teflon piston sealing for years of trouble-free usage.

With its superior rod finish, Monroe Max-Lift is designed to withstand the rigors of many years of use in all seasons. Be sure you have enough stock to cope with the rush this winter!

For more information, call your local Tenneco Automotive State Office on **NSW/ACT (02) 9756 3722, VIC/TAS (03) 9701 6011, SA/NT (08) 8392 3352, QLD (07) 3268 7800 or WA (08) 9353 3039.**

*Tenneco Automotive is the world's largest producer and marketer of ride control and exhausts systems and products. Tenneco Automotive manufactures products under the Monroe, Walker and Lukey brands at its facilities in Clovelly Park and O'Sullivan's Beach, Adelaide.*

# MEDIA INFORMATION

